



Data Storytelling for Governance Leaders: Influence Through Insight

A monthly webinar series from
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Question 1

TWO TYPES OF DATA STORYTELLING

ANALYTICS

- *Stories WITH data*
- Business Intelligence
- Derive **Meaning**
 - Data Literacy
 - Data Science
 - Machine Learning
 - Artificial Intelligence
 - Visualization
- **Using it**
- *THE PLOT*
- Where Data *ends up*

DATA

- *Stories ABOUT data*
- Data Management
- Determine **Truth**
 - Data Governance
 - Data Quality
 - Master Data
 - Reference Data
 - MDM/RDM/PIM
- **Making it**
- *THE CHARACTERS*
- Where Data *starts*

Source: Telling Your Data Story – Data Storytelling for Data Management

Question 2

What makes a story memorable?

Question 3

What's the biggest storytelling mistake one can make?

Question 4

How has AI changed storytelling?

Bonus Question

If telling a story about data was to align with a popular movie genre, what genre would it be and why?



GOVERN YOUR DATA. GOVERN YOUR AI.

The Agenda Is Live.
Your Plan Starts Here.



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Question 6

How can you tell a story drove action?

Question 7

What will storytelling look like in five years, the same, or different?



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Governance at Scale: Lessons from the Enterprise Frontlines

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